

Champion News

The Official Newsletter of
Canada's Climate Change Voluntary Challenge and Registry (VCR) Inc.



Inside This Issue

- 1 VCR Inc. Registration Guide Now Available
- 2 Congratulations to Conoco, VCR Inc.'s First Gold Champion Level Reporter!
- 3 Suncor Energy Reduces GHG Emissions through Use of Offsets
- 4 Raising the Bar for Entry into VCR Inc.
- 5 VCR Inc. and OCETA Partnership to Reduce GHG Emissions
- 6 Meetings/Events
- 7 First Trade to Be Posted on VCR Inc.'s Canadian GHG Credit Registry
- 8 Welcome to VCR Inc.'s Newest Registrants!



VCR inc.

VCR Inc. Registration Guide Now Available

We are pleased to announce the completion of our new *Registration Guide*, which we mailed out to all VCR Inc. registrants and to other interested parties on June 30, 1999. The document may also be viewed on-line at www.vcr-mvr.ca under the *Get Involved!* section.

This new Guide is intended to walk registrants through the process of submitting their report to VCR Inc. from baseline development, through target setting, to the documentation of achieved results. It also includes other reporting tools that will assist registrants in the preparation of their report such as up-to-date emissions factors, a complete description of our new, more rigorous Champion-level Reporting System and a Standardized Reporting Template.

Should you wish to receive a copy of this publication, please contact the VCR Inc. office by telephone: (613) 565-5151, fax: (613) 565-5743 or e-mail: info@vcr-mvr.ca.

Congratulations to Conoco, VCR Inc.'s First Gold Champion Level Reporter!

If you visit the Registry on our Web site, you will note that a Gold Champion-level Reporter logo is displayed on Conoco's electronic file. Mr. Dave Holowachuk, the author of Conoco's reports, worked closely with

our office in an iterative fashion to achieve this honour.

In conjunction with the release of our new *Registration Guide*, we are currently in the process of implementing our Champion Reporting System. Throughout the month of June 1999, we evaluated a variety of reports to test each component of this new System. Our evaluation feedback system began full-scale operation in July 1999. Reporters who meet the Bronze, Silver or Gold requirements detailed in our *Registration Guide* will receive a letter of commendation, authorization to use the specially designed logos in both official languages, as well as public recognition on our Web site. Gold Champion Level Reporters will also receive a certificate for display purposes.

Suncor Energy Reduces GHG Emissions through Use of Offsets

Most organizations registered at VCR Inc. strive to reduce their greenhouse gas (GHG) emissions wherever possible within their own facilities. Suncor Energy Inc., however, can be counted among those organizations that have gone a step beyond their gates to consider their areas of influence outside of their own operations.

Suncor is an integrated energy company that operates hundreds of petroleum related facilities across the country from small gas stations and well sites to a large refinery (in Sarnia, Ontario) and an oil

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sands mining and upgrading facility (near Fort McMurray, Alberta). Its efforts to reduce emissions within these operations are commendable, having achieved an emissions intensity of 0.480 t CO₂ e per cubic metre of oil equivalent in 1997 that was more than 10 per cent below 1990 levels. Suncor's management team, however, also should be commended for their GHG emissions reduction efforts *outside* the company (i.e. "offsets"). Offset related initiatives include an investment in a forest conservation project in Belize, a reforestation project in Australia, an emission reduction trade with Niagara Mohawk Power and the purchasing and sale of environmentally friendlier products.

One example of these initiatives is Suncor's decision to fund the generation of electricity from one of the cleanest and most reliable energy sources in the world – the winds of Southwestern Alberta. Through a contractual agreement with Vision Quest Windelectric, Suncor purchases up to 750,000 kWh of wind-generated electricity each year. The average carbon intensity for the Alberta electricity grid is 0.991 kg CO₂ e / kWh¹, which makes this purchase equivalent to a reduction of 743 t CO₂ e per year. Wind generated electricity costs a little more than electricity purchased from typical prairie utilities. However, Suncor is not just buying power – it is funding clean energy production. "It is a modest, but important reduction in greenhouse gas emissions."² The initiative also helps to create the emerging market for renewable energy in Alberta.

Suncor's downstream operating group, Sunoco, directs over three hundred retail gas stations throughout Ontario. All together, these stations sell over 1.5 billion litres of fuel annually. Sunoco recently introduced ethanol into all of its gasoline that is sold at these facilities. Ethanol-blended gasoline promotes better combustion, while reducing various

emissions including GHG emissions. "Independent analysis by the U.S.-based Centre for Transportation Research indicates... that Sunoco's ethanol program in Ontario will result in greenhouse gas reductions that are equivalent to taking as many as 20,000 automobiles off the road (equivalent to approximately 100,000 tonnes of CO₂ equivalent per year)."³

The use of "offsets" is an integral part of Suncor's seven-element action plan on climate change (see www.suncor.com).

¹ Canadian Electricity Association. Average 1997 emissions for net generation in Alberta.

² Suncor Energy Inc., *Taking Action on Global Climate Change*, <http://www.suncor.com/01about/01framek8.html>, August 1998.

³ Ibid.

For further information about these initiatives or about Suncor's most recent VCR Inc. Progress Report, please contact any one of the following individuals:

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Raising the Bar for Entry into VCR Inc.

If you are a VCR Inc. registrant, your Letter of Intent is posted on our Registry as a public declaration of your intention to support climate change mitigation. Originally, this letter was all that was required to remain registered.



With the development of our new, more rigorous Champion Reporting System, however, we have raised the bar for entry into the VCR Inc. Registry. At the beginning of this year, we began to phase out the posting of Letters of Intent in favour of a rudimentary Action Plan. Effective October 31, 1999, all registered submissions will include, as a minimum, the following elements: 1) senior management support, 2) a commitment to regular reporting, and 3) a base year calculation. This third element can be as simple as reporting the amount of energy your organization consumed in a given year.

If you are among those registrants who have *only* submitted a Letter of Intent or are about to register for the first time, we would like to help you with your submission. You may refer to a hard copy of our new *Registration Guide* or you may refer to an electronic copy on our Web site. Both versions include a Standardized Reporting Template. You may also contact our office

directly by telephone: (613) 565-5151,
fax: (613) 565-5743 or e-mail: info@vcr-mvr.ca.

However you choose to go about it,
please get involved!

VCR Inc. and OCETA Partnership to Reduce GHG Emissions

We are currently establishing a working agreement with the Ontario Centre for Environmental Technology Advancement (OCETA) in support of its new initiative, *Eco-Efficiency Innovation* (EEI).

OCETA is providing overall management and delivery of EEI – an Ontario-based pilot program for small-to-medium sized (less than 500 employees) manufacturing plants in the food & beverage, automotive parts, chemical and plastic industry sectors. The objective of EEI is to help plants implement high return capital investment projects to improve energy and resource efficiency, leading to bottom-line cost savings, improved competitiveness and better environmental performance. In partnership with the Industrial Research Assistance Program (IRAP) of the National Research Council, OCETA provides qualifying companies with "one-stop" shopping for a facility audit, engineering services and access to external private capital to finance environmental improvement projects. In addition, IRAP is providing funding to companies to pay for 50 per cent of the facility audit costs. The reduction of greenhouse gas emissions on a voluntary basis is the focus of this exciting new initiative.

For further information on EEI, please contact Kevin Jones, OCETA's VP of Business Services in Toronto at (416) 778-5288; kjones@oceta.on.ca or Arnold Silver, OCETA's Hamilton VP at (905) 689-5056; asilver@oceta.on.ca.

Champion News

AUGUST 1999
VOLUME 2, ISSUE 4

Meetings/Events

(that involve VCR Inc.)

Monday and Tuesday August 9 and 10, 1999

Vancouver, British Columbia
Greenhouse Gas Emission Reduction Trading Pilot, Technical Committee Meeting

Wednesday, September 1, 1999

Labatt's Breweries – Toronto or London, Ontario (city TBD)
Canadian Industry Program for Energy Conservation (CIPEC), Task Force Meeting – Target Setting

Thursday morning, September 9, 1999

Ottawa, Ontario
CIPEC Executive Council Meeting

Thursday afternoon, September 9, 1999

Ottawa, Ontario
VCR Inc. Board of Directors Meeting

Monday, September 13, 1999

Ottawa, Ontario
VCR Inc. Technical Advisory Committee Meeting

continued on next page



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First Trade to Be Posted on VCR Inc.'s Canadian GHG Credit Registry

On June 28, 1999, the Greenhouse Gas Emission Reduction Trading (GERT) Pilot announced the completion of its first project reviews. Under the first of these reviews, Ontario Power Generation Inc. is purchasing 14 months worth of emission reductions (October 1998 to December 1999) from the Star Lake Partnership. GHG emission reductions are being created because the hydroelectrically-generated power at Star Lake is displacing fossil fuel-based power generated on the Avalon Peninsula. All trade matched projects (ones where there is both a buyer and seller of emission reductions) that are approved in the GERT process are registered on VCR Inc.'s Canadian GHG Credit Registry.

The GERT Pilot Project is a collaborative effort between a number of provincial and federal government agencies, industry associations, environmental organizations, and other non-governmental agencies. Its objective is to learn about emission reduction credit trading by experimenting with actual trades.

Welcome to VCR Inc.'s Newest Registrants!

We would like to extend a warm welcome to the following companies and organizations that have recently registered with VCR Inc.:

- Barrday Inc.
- Black Photo Corporation
- Burin Peninsula School Board
- Canada Inns
- Canlan Investment Corporation
- Centre hospitalier Jonquière
- Chris's no frills (863850 Ontario Limited)

- Clearview School Division #71
- Collège de l'Outaouais
- Commute Ex Inc.
- Coopérative Centre-Ouest
- Crossroads Regional Health Authority
- Delta Meadowvale Resort & Conference Centre
- Famous Players
- Fionn MacCools (1191147 Ontario Limited)
- Frank's no frills (1283511 Ontario Limited)
- John's no frills (1290357 Ontario Limited)
- KC Environmental Group Ltd.
- La Corporation d'achat régional de biens et services de la Montérégie
- Multi Énergie Best Inc.
- Novotel Canada Inc.
- O&Y Enterprise Saskatchewan
- Queen Elizabeth Hospital
- Regis Plaza Hotel
- Remai Investment Corporation
- Rennie's no frills (897643 Ontario Limited)
- Rocco's no frills (922963 Ontario Limited)
- Rocky View School Division No. 41
- Ross Kennedy Hotels
- Royal Ottawa Health Care Group
- School District No. 4 (Stephenville - Port aux Basques)
- School District No.57 (Prince George)
- Seine River School Division No. 14
- Serca Foodservice Inc.
- Sobeys Atlantic
- Sobeys Ontario
- Sobeys Quebec
- Sobeys Retail
- Sobeys West
- Southwest Regional School Board
- St. Lawrence College
- Stephen & Lee-Ann's no frills (1253771 Ontario Limited)
- Steve & Peggy's no frills (1216772 Ontario Limited)
- Thames Valley District School Board
- Tom's no frills (1147894 Ontario Limited)
- Toth Holdings
- Université McGill
- Wolf Creek School Division No. 72
- Yonge Street Hotels Ltd.
- York University

We look forward to partnering with you, as we strive together to reduce greenhouse gas emissions. 

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continued from previous page

**Wednesday,
September 15, 1999**
Calgary, Alberta
*Speaking engagement –
Calgary Chamber of
Commerce – Kyoto Series:
Voluntary Action and the
National Greenhouse Gas
Reduction Strategy*

**Friday and Saturday
September 17 and 18, 1999**
Fort McMurray, Alberta
*CIPEC Technical Committee
Meeting*



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